

Serial No.: 09/872,226  
Attorney Docket No.: 10008157-1

**CERTIFICATE OF TRANSMISSION**

I hereby certify that this paper and every paper referred to therein as being transmitted via facsimile to: (571) 273-8300 Commissioner for Patents, P.O. Box 1450 Alexandria, VA 22313-1450,

on September 18, 2007 (Date of Deposit) 17 (No. of pages)

Edmond A. DeFrank

By

  
Signature

RECEIVED  
CENTRAL FAX CENTER

SEP 18 2007

PATENT  
Attorney Docket No: 10008157-1

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re the Application of:  
Cherry et al.

Serial No.: 09/872,226

Group Art Unit: 3622

Filed: June 1, 2001

Examiner: M. Beckerman

For: **CUSTOMIZED ADVERTISING METHODS FOR PERSONAL MEDIA SERVICES**

**PRELIMINARY AMENDMENT**

Hon. Commissioner for Patents  
Box RCE  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Before taking action in this case, in response to the Final Office Action dated June 19, 2007, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of the claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 11 of this paper.